

IT'S A

PEER PEER

EST.

WORLD

2016

VIRTUAL CONFERENCE

Today's MC



Mark Becker
Founding Partner
Cathexis Partners

Conference Hosts



Exclusive Media Partner

NonProfitPRO

Today's Schedule

- **10:00 – 11:00am** How to Optimize the Peer-to-Peer Fundraising Lifecycle
- **11:30am – 12:30pm** Defining Your Peer-to-Peer Mobile Strategy
- **1:00 – 2:00pm** Community & Identity: The Path to Sustainable Revenue, Illuminated by the Pediatric Brain Tumor Foundation
- **2:30 – 3:30pm** Using Broadcast Test Messaging to Boost Event Recruitment & Fundraising
- **4:00 – 5:00pm** Enhancing Peer-to-Peer Experiences to Generate Funds and Build Community: A Real-World Story from AIDS Healthcare Foundation

The background image shows a vast outdoor event space filled with a large, diverse crowd of people. In the distance, there are rolling hills under a clear sky. A semi-transparent brown banner is overlaid across the middle of the image, containing the main title in white text.

ENHANCING PEER-TO-PEER EXPERIENCES TO GENERATE FUNDS AND BUILD COMMUNITY: A REAL-WORLD STORY FROM AIDS HEALTHCARE FOUNDATION

It's a Peer-to-Peer World

#P2PWORLD

Speakers



Max Alvarez
Director, Events
and Community
Engagement
AIDS Healthcare
Foundation



Jillian Schranz
Director,
Business
Development
Event 360

Session Purpose



It's a Peer-to-Peer World

#P2PWORLD

The History





Big Considerations: The Model

It's a Peer-to-Peer World

#P2PWORLD

Traditional P2P Teams Fundraising

Top Teams Program:

- **Corporate** and **Family** teams **compete** to raise the most
- Funds benefit the **organization**
- Teams encouraged to **register**, **recruit members**, and **rally** together on event day, with top performing teams **rewarded**



Beneficiary Teams Model

- **Collaboration + competition**
- **Application** process
- Funds for the **team's** community organization (match)
- Additional **benefits** to team by providing **infrastructure**
- **Sponsorship potential**





Smaller Considerations: Tactics and Tools

Focused Workshops

- Beneficiary teams will have **questions** – direct them to workshops
- **Programs and details get lost in email** – highlight these announcements, promos, and tips in the agenda
- Determine your **cadence** and **record the meetings**

Agenda

- Big Announcements
- Promos! Registration and Team Recruitment
- Free Money! Matching Gifts
- Facebook Groups
- Q&A

Matching Gifts

- Introduced **enhanced** Matching Gifts page in 2022
- Beneficiary teams were **most likely** to utilize MG program
- **Practice makes perfect!**
Demonstrated the live value of social media to find friends/family who worked at known matching companies

Matching Gifts

Increase your impact by doubling your donation! Just enter your company's name below to find out if your employer offers a matching gifts program.

To make a matching gift, use our search tool to look up the name of the company who will be doing the matching. If the company is in our database, select it and you will see the specific instructions for that company's matching gifts process. Different organizations have different requirements and procedures, so please look up each company individually. To get better results, try entering just a part of the employer name. If your employer doesn't appear on the list, ask them if they might be registered under a different official name. Or ask them directly about their matching gifts process.

We thank all of the companies who provide matching gifts to support our [beneficiaries](#).

Please allow 4 weeks for a matching gift to be processed and posted to a participant's fundraising account before the fundraising deadline of April 30. If you have a question about processing a matching gift, visit our [Matching Gifts Instructions page](#). If you still need help, email info@floridaaidswalk.org.

Search For Your Employer

Increase your impact by doubling your donation. Just enter your company's name below to find out if your employer offers a matching gifts program.

SEARCH

Facilitated Connections

- **Facebook Groups** – about 30% of participants in dedicated group
- **Solo Walkers** – email walkers with options!
- **Social Offerings** – lip synch battle!



Key Takeaways

- Sharing is caring
- There are no new tricks in fundraising
- Start small
- ~~All or nothing~~
- Consider a pilot for a beneficiary or grantee team program in 2024



The background image shows a vast outdoor gathering of people, likely at a charity walk or festival. In the foreground, a dense crowd of people is seen from behind, walking towards a distant stage area. The background features rolling green hills under a clear sky. A semi-transparent brown banner is overlaid across the middle of the image, containing the main title in white text.

ENHANCING PEER-TO-PEER EXPERIENCES TO GENERATE FUNDS AND BUILD COMMUNITY: A REAL-WORLD STORY FROM AIDS HEALTHCARE FOUNDATION

It's a Peer-to-Peer World

#P2PWORLD